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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-58 (GP-155-00-US)

Appl. No.: 10/750,365

Applicants: Sumit Agarwal et al.

Filed: December 31, 2003

Title: DETERMINING AND/OR DESIGNATING BETTER AD INFORMATION SUCH AS  
AD LANDING PAGES

TC/A.U.: 2167

Examiner: Susan F. Rayyan

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on July 25, 2006 (Paper No. 20060706), which set a period for response to expire on October 25, 2006, that period being extended one (1) month to expire on November 25, 2006, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this paper.

**Remarks/Arguments** begin on page 14 of this paper.